

U.S. Army Recruiting Command

Fiscal Year 2010 Missions: Active Army 74,500; Army Reserve 20,000

February 2010 Mission Accomplishments: We recruited (accessed) 6,537 Soldiers for the active Army against a monthly goal of 6,389 (102.3%) and 1,576 Soldiers for the Army Reserve against a goal of 1,524 (103.4%).

Fiscal Year 2010 Accomplishments: As of 19 February 2010, we have recruited (accessed) 29,507 Soldiers for the active Army against a year to date goal of 28,901 (102.1%) and 9,098 Soldiers for the Army Reserve against a goal of 7,646 (119%).

Key Messages

- Recruiting success continues in FY 10, but the Army and the nation still face challenges as we recruit for the All Volunteer Force.
- We are recruiting during a period of persistent conflict.
- We have seen increased youth propensity to enlist; however, parents have concerns about risk.
- Historically, an increase in unemployment has resulted in an increase in Army enlistments.
- Fewer than 3 of 10 17-24 year old youth are fully qualified.
- One in five youth fail to graduate high school
- Increased obesity rates among our nation's youth – one in five youth 12-19 years old currently overweight, compared to 1 in 20 in the 1960s. Projected to grow to 1 in 4 by 2015.
- Public support to Soldiers remains strong. However, need more Americans to: Step forward and serve.
- Support a youth's decision to join the Army.
- Not just an Army challenge for the nation . . . How can you help?

Soldier & Family Resources

Military OneSource

Soldiers and Family members can be provided up to 24 free, face-to-face short-term counseling sessions. Trained consultants are available 24 hours a day, 365 days a year.

(800) 342-9647

online at: www.militaryonesource.com

Defense Center of Excellence (DCOE) for Psychological Health and Traumatic Brain Injury Outreach Center

toll-free: (866) 966-1020,

online at: www.dcoe.health.mil

Suicide Prevention Lifeline

(800) 273-TALK (8255)

Wounded Soldier and Family Hotline

(800) 984-8523

USAREC Chaplain

(888) 204-7660

Soldier & Family Assistance Program Manager (SFA)

(800) 790-0963 (referral)

Military & Family Life Consultant Program (MFLC)

(877) 883-4549

AAC Public Affairs Guidance on Don't Ask/Don't Tell

We do not address sexual orientation when recruiting Soldiers so we anticipate no impact on Army accessions at this time. Our goals remain unchanged, to recruit the best qualified to serve our Army. Current policy remains the same until the law is changes.

While the commander in chief has made a renewed call to repeal the Department of Defense's 'Don't Ask, Don't Tell' policy, he has also stated that the military must not ignore the law that now governs that policy.

One of the seven Army values is respect and it is expected that all Soldiers treat each other with dignity and respect.

These key messages are provided to help Recruiting Command personnel respond to questions from the general public and the news media. For current key messages and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal or call (502) 626-0167/0164. This product is also available online at www.supportrecruiting.army.mil.

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Did You Know?

- More than 1.5 million men and women joined the Army (Active, Guard and Reserve) during the past 10 years.
- \$1.1 billion is spent annually by through the VA on Army education

Using Leading Edge Technologies & Premier Recruiting Practices.
Relationship with Families & Communities Enabled by a Network of Shared Knowledge
An All-Volunteer Team Sustaining an All-Volunteer Army – A Mutually Supporting Relationship

USAREC Vision Statement

"America's Army Starts Here"

www.facebook.com/USAREC.

Visit about all things related to Army recruiting. Check it out, and become a fan at: below address. This is a great tool to keep up with news, resources, events and information about all things related to Army recruiting.

U.S. Army Recruiting Command on Facebook

U.S. Army Recruiting (USAREC) now has a Facebook page available to everyone at the below address. This is a great tool to keep up with news, resources, events and information about all things related to Army recruiting. Check it out, and become a fan at: visit: www.army.mil/mobile.
Weapon systems. For more information on the app, and to find out where to download, future Soldiers may find useful, such as information on rank, uniforms, and current around the Army are available and updated often. There are also several items that of fun and interesting applications. News, photos and videos from major commands Army Public Affairs has released an application for smartphone users with a number